

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY KINSHASA PRIORITY

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TAGS: BEXP, CG

SUBJECT: COMMERCIAL PRESENCE FAIR KINSHASA FY 1975

REFS: A) KINSHASA 0047; B) KINSHASA 10541; C) USIA
27480 D) KINSHASA 9338; E) KINSHASA 105

1. STATE, COMMERCE AND USIA HAVE AGREED IN PRINCIPLE TO
PROVISION OF USIA CENTERPIECE, BUT CONDITIONS OF INTER-
AGENCY COOPERATION REMAIN TO BE AGREED UPON BEFORE WE CAN
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GIVE YOU DEFINITE ASSURANCE OF USIS INPUT FOR FIKIN. WE
WOULD HOPE TO GIVE YOU DEFINITIVE ANSWER BY COB JANUARY
10. MEANWHILE, AS REPORTED REF C, EXAMINATION IS PRO-

CEEDING OF SPECIFIC EXHIBIT PROPOSALS. USIA ESTIMATES
MAXIMUM TWO MONTHS REQUIRED FOR CONSTRUCTION AND PACKING
OF AIR SHIPMENT FROM DATE GO-AHEAD GIVEN.

2. APPRECIATE INFORMATION PARA 1 REFTTEL D. FOR CLARI-
FICATION OF COST FIGURES IN REFTELS, FY '73 FIKIN RENTAL
FOR 1000-SQ.-METER PAVILION WAS DOLS 30,000 PLUS DOLS
FIGURE IN REFTTEL IS FOR INDOOR SPACE ONLY AND REPRESENTS
DOLS 2500 INCREASE.

3. DEPT. OF COMMERCE BELIEVES A COMMERCIAL PRESENCE

EXHIBITION WITHOUT USIA CENTERPIECE CANNOT USE MORE
THAN 500 SQ. METERS INDOOR SPACE PLUS WHATEVER POST
FEELS IT CAN SELL OUTSIDE. THUS, IF U.S. EXHIBITION
WERE TO BE WITHOUT CENTERPIECE, SPACE RENTAL SHOULD
AMOUNT TO NO MORE THAN DOLS 16250 INSIDE AND UP TO AN
ESTIMATED DOLS 9000 OUTSIDE (ALLOWING FOR DOLS 600 IN-
CREASE OVER FY 1973).

4. COSTS IN ADDITION TO SPACE RENTAL AND CONSTRUCTION
IN FY '73 AMOUNTED TO DOLS 8788. THESE COSTS INCLUDED
CAR RENTAL, UTILITIES, TELEPHONE, PRINTING, CONTRACT
PERSONNEL, HOSPITALITY, FURNITURE, AND UNIFORMS. ALLOW-
ING FOR EVEN A FIFTY PERCENT INCREASE, THESE COSTS SHOULD
NOT EXCEED DOLS 13183 IN FY '75. THUS, TOTAL COSTS OF
EXHIBIT WITHOUT CENTERPIECE, INCLUDING DOLS 27500 FOR
CONSTRUCTION, SHOULD AMOUNT TO DOLS 65,932. CENTER-
PIECE MODELS NOW UNDER CONSIDERATION WOULD BE ADJUSTABLE
TO USE IN ANY SPACE FROM MINIMUM 100 SQUARE METERS TO
MAXIMUM 250 SQUARE METERS. ADDITIONAL COST TO FIKIN
BUDGET OF INCORPORATION OF 100-SQUARE-METER CENTERPIECE
WOULD BE APPROXIMATELY DOLS 5700 (DOLS 2500 FOR MOUNT-
ING, DISMOUNTING AND MAINTENANCE AND DOLS 3200 FOR
SPACE RENTAL; SHIPPING COSTS WILL BE WASHINGTON-FUNDED).
TOTAL COST WITH 100-SQUARE-METER CENTERPIECE WOULD THUS
BE DOLS 71632.

5. CPF PROGRAM HAS BUDGETED DOLS 24000 IN USG FUNDS FOR
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FY 1975 FIKIN. (THIS DOES NOT INCLUDE DOLS 6000 BUDGETED
FOR USDOC EXHIBIT MANAGER'S TRAVEL AND PER DIEM.) UP TO
DOLS 3000 ADDITIONAL CPF FUNDS CAN BE MADE AVAILABLE
FOR RENTAL OF FLOORSPACE FOR USIA-BUILT CENTERPIECE IF
COMMERCE, STATE AND USIA COME TO AN AGREEMENT ON CONSTRUC-
TION OF A CENTERPIECE. IN FY '73 EMBASSY COLLECTED DOLS
50,950 IN CONTRIBUTIONS FROM 17 EXHIBITORS FOR 21 BOOTHS
AND 560 SQ. METERS OUTDOOR SPACE. POST MUST GENERATE AT
LEAST SAME AMOUNT OF EXHIBITOR CONTRIBUTIONS FOR A
500-SQ.-METER EXHIBIT IN FY '75, OR FOR 500-SQUARE-METER

EXHIBIT PLUS 100-SQUARE-METER CENTERPIECE, TO ASSURE COVERAGE OF UNANTICIPATED COST INCREASES, SINCE NO POSSIBILITY ADDITIONAL CPF FUNDING.

6. WE APPRECIATE EMBASSY'S CONCERN FOR HAVING FULL PAVILION. HOWEVER, COMMERCE IS CONCERNED ABOUT EMBASSY'S ABILITY TO GENERATE EXHIBITOR CONTRIBUTIONS SUFFICIENT TO COVER COST OF FULL-PAVILION EXHIBITION. ASSUMING 250-SQUARE-METER USIA-BUILT CENTERPIECE AND FILLING OF REMAINING 250 METERS WITH ADDITIONAL EXHIBITOR BOOTHS, WE ESTIMATE ADDITIONAL SITE RENTAL, CONSTRUCTION AND FREIGHT COSTS WOULD BE APPROXIMATELY DOLS 40000 (DOLS 12800 FOR 400 SQUARE METERS ADDITIONAL FLOORSPACE;

DOLLARS 20625 FOR NEW CONSTRUCTION OF BOOTHS; DOLLARS 6250 FOR CRATING AND SHIPPING OF BOOTHS). ALTERNATIVELY, BELIEVE POST MIGHT FILL REMAINING 250 SQUARE METERS WITH A.V. THEATER USING A.V. EQUIPMENT ALREADY AT POST FOR ESTIMATED MAXIMUM COST OF DOLLARS 10000. IN THIS CASE, TOTAL ADDITIONAL COST FOR EXPANDING EXHIBIT TO FULL PAVILION WOULD BE APPROXIMATELY DOLLARS 23000 (DOLLARS 12,800 FOR SPACE RENTAL PLUS DOLLARS 10000 FOR LOCAL USIA A.V. EXHIBIT). THUS ADDITIONAL COST OF FULL-PAVILION EXHIBITION WOULD PROBABLY RANGE FROM DOLLARS 23000 TO DOLLARS 40000, WITH COST FALLING BETWEEN THESE LIMITS IF REMAINING 250 SQUARE METERS WERE FILLED WITH SOME COMBINATION OF COMMERCIAL AND LOCAL USIA DISPLAY.

7. TO MOUNT FULL-PAVILION EXHIBITION, EMBASSY WOULD THEREFORE HAVE TO COLLECT DOLLARS 74000 TO DOLLARS 91000 (OR DOLLARS 65000 TO DOLLARS 82000 IF OUTSIDE EXHIBIT UNCLASSIFIED

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WERE FOREGONE) IN EXHIBITORS' CONTRIBUTIONS. COMMERCE EXPERIENCE WITH PREVIOUS TWO KINSHASA EXHIBITIONS INDICATES THAT COLLECTION OF THE ADDITIONAL DOLLARS 23000 TO DOLLARS 40000 OVER AMOUNT COLLECTED FOR FIKIN 73 WOULD BE DIFFICULT AT BEST.

8. IN SUM, COMMERCE BELIEVES CPF BUDGET FOR FIKIN '75 (PARA 5 ABOVE) PLUS WHAT MAY REASONABLY BE EXPECTED IN EXHIBITOR CONTRIBUTIONS WILL BE SUFFICIENT TO PAY FOR EXHIBITION NO LARGER THAN 500 SQ. METERS PLUS 100-SQ.-METER USIA-BUILT CENTERPIECE. IF POST NEVERTHELESS INSISTS UPON RENTAL OF FULL 1000-SQUARE-METER PAVILION, IT MAY DO SO ONLY ON UNDERSTANDING THAT A) ANY COSTS ABOVE COMMERCE BUDGET STATED PARA 5 ABOVE PLUS EXHIBITOR CONTRIBUTIONS WILL HAVE TO BE PAID BY THE EMBASSY AND B) FIRST DOLLARS 51000 IN EXHIBITOR CONTRIBUTIONS WILL BE USED TO FUND THE BASIC 500 SQUARE

METERS.

9. FUNDS AND FISCAL DATA WILL BE PROVIDED IMMEDIATELY
UPON RECEIPT OF A) EMBASSY AGREEMENT TO LIMIT EXHIBITION
TO 500 SQ. METERS PLUS 100-SQ.-METER USIA CENTERPIECE;
OR B) EMBASSY AGREEMENT TO COVER ANY SHORTFALL BETWEEN
TOTAL COST OF FULL-PAVILION EXHIBIT AND
COMMERCE CPF BUDGET PLUS EXHIBITOR CONTRIBUTIONS.
COMMERCE WOULD STRONGLY ADVISE THAT EMBASSO NOT SO
ENGAGE ITSELF WITHOUT STRONG ASSURANCES OF NEEDED
EXHIBITOR CONTRIBUTIONS. KISSINGER

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